



Global Mobile Computing Devices Market 2015-2019

Research Report on “ Global **Mobile Computing Devices** Market 2015-2019 t ”

About mobile computing device

A mobile computing device is a portable device with an operating system that performs the basic functions of a personal computer. The following are some of the major mobile computing devices:

- Smartphones
- Tablets
- Laptops
- E-readers
- Gaming consoles

Each of the above-listed devices is utilized either for a specific or multiple purposes. For example, the primary function of a smartphone is to receive and make calls. Apart from this primary function, smartphones can also be used to browse the Internet and perform complex functions (depending on its processor speed and hard disk capacity). On the other hand, an e-reader is used primarily for reading e-books. However, there are e-readers that provide the option of browsing the Internet. Some devices have the capability to perform a host of functions, thereby cannibalizing into the market of other mobile computing devices. Tablet is one such device that can be used to browse the Internet as well as read e-books.

Technavio's analysts forecast the global mobile computing devices market to grow at a CAGR of 3.90% over the period 2014-2019.

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Covered in this report

The report includes the present scenario and the growth prospects of the global mobile computing devices market for 2015-2019. The market can be segmented into five based on type of devices: smartphones, tablets, laptops, e-readers, and gaming consoles.

Technavio's report, Global Mobile Computing Devices Market 2015-2019, has been prepared based on an in-depth market analysis with inputs from industry experts. The report covers the market landscape and its growth prospects in the coming years. The report includes a discussion of the key vendors operating in this market.

Key regions

- Americas
- APAC
- EMEA

Key vendors

- Amazon
- Apple
- Lenovo
- Samsung
- Sony
-

Other prominent vendors

- For smartphones
- Coolpad
- Gionee
- HTC
- Micromax

For tablets

- Acer
- Microsoft
- Motorola Mobility
- For laptops
- Fujitsu
- Haier
- Hisense

For e-readers

- Asus
- Google
- Hanvon

Key market driver : Demand for mobile computing devices in SMBs

Key market challenge : Need for proper network infrastructure

Key market trend : Growing demand for personalization of computing devices

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